

Amendments to the Claims:

1-47. canceled.

48. (currently amended): A method of linking an image to metadata contained in a network resource, said method comprising:

receiving data corresponding to an image;

changing a geometric orientation of the data;

calculating a plural-bit identifier from the changed data;

~~interrogating a network resource with~~ providing at least a sub-set of the plural-bit identifier to a network resource to identify metadata associated with the image; and

~~providing receiving from the network resource at least some of the~~ metadata associated with the image.

49. (currently amended): The method of claim 48, wherein the metadata comprises at least one of a URL, image, audio or and video.

50. (previously presented): The method of claim 48, wherein changing a geometric orientation of the data comprises at least one of scaling, rotating and translating.

51. (previously presented): A method of linking an image to metadata contained in a network resource, said method comprising:

receiving image data;

changing a geometric orientation of the image data;

interrogating a network resource through use of inherent attributes of the changed image data to identify metadata associated with the image data; and

providing identified metadata.

52. (previously presented): The method of claim 51, wherein changing a geometric orientation of the data comprises at least one of scaling, rotating and translating.

53. (previously presented): The method of claim 51, wherein the identified metadata comprises at least one of a URL, image, audio and video.

54. (previously presented): A method of linking an image to metadata contained in a network resource comprising:

receiving image data from a wireless device;

correcting for distortion in the received image data;

comparing inherent characteristics of the corrected image data to a plurality of image records, wherein each image record includes at least image characteristics;

upon a successful match with an image record, identifying metadata associated with at least one of the image record and image data; and

providing identified metadata to the wireless device.

55. (previously presented): The method of claim 54, wherein the identified metadata comprises at least one of a URL, image, audio and video.

56. canceled.

57. (previously presented): The method of claim 54, wherein the wireless device comprises a wireless telephone.

58. (previously presented): The method of claim 48 wherein the image comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

59. (previously presented): The method of claim 51 wherein the image data comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

60. (currently amended): A method of linking media to metadata contained in a network resource, said method comprising:

- obtaining data corresponding to a media signal;
- changing a geometric or alignment characteristic of the media signal;
- deriving a fingerprint or signature from the changed media signal;
- interrogating a network resource with at least a sub-set of the fingerprint or signature identify metadata associated with the media signal; and
- providing at least some of the identified metadata associated with the media signal.

61. (previously presented): The method of claim 60 wherein the media signal comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

62. (previously presented): The method of claim 60, wherein the metadata comprises at least one of a URL, image, audio and video.

63. (previously presented): A method of linking media to metadata contained in a network resource, said method comprising:

- obtaining media;
- changing a geometric orientation or alignment characteristic of the media;
- interrogating a network resource through use of inherent attributes of the changed media to identify metadata associated with the media; and

providing identified metadata.

64. (previously presented): The method of claim 63 wherein the media comprises an orientation component steganographically embedded therein, and wherein said changing utilizes the orientation component.

65. (previously presented): The method of claim 63, wherein the metadata comprises at least one of a URL, image, audio and video.

66. (previously presented): A method of linking media to metadata contained in a network resource, said method comprising:

obtaining media;

correcting for distortion in the media;

interrogating a network resource through use of attributes calculated or derived from the corrected media to identify metadata associated with the media; and

providing identified metadata.

67. (previously presented): The method of claim 66 wherein the media comprises a steganographic orientation component, and said correcting utilizes the steganographic orientation component.

68. (previously presented): The method of claim 66 wherein the attributes comprise at least one of a hash, fingerprint and signature.

69. (new): The method of claim 51 wherein the inherent attributes of the changed image data comprise a plural-bit identifier.

70. (new): The method of claim 69 wherein the plural-bit identifier is derived from the image data as at least one of a fingerprint, hash or signature.

71. (new): The method of claim 63 wherein the inherent attributes of the changed media comprise a plural-bit identifier.

72. (new): The method of claim 71 wherein the plural-bit identifier is derived from the image data as at least one of a fingerprint, hash or signature.

73. (new): The method of claim 66 wherein the attributes comprise a plural-bit identifier.

74. (new): The method of claim 73 wherein the plural-bit identifier is derived or calculated from the media as a fingerprint, hash or signature.